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## Etchings from Life

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[^0]Little Stories and Talks About Advertising How to Seli Flowers by Advertising
florist has not seen his opportunity and advertised as
regularly in the newspaper a s the department store does.
THERE ISN'TA WOMAN ALIVE WHO DOESN'T LOVE FLOWERS.
Yet 99 out of every 100 florists WAIT for their busi
ness to come to them, wait until the woman THINKs buying, instead of continually AROUSING flowers by advertising.
 particular flowers or plants would beautify certain parts of the home.
Then ouanit old quotatona about flowers could be included in
the advertising- nothing would be better calculated to arouse the
and the advertising-nothing would be better calculat
latent love for fowers that extits in inery wom
HER DESIRE TO HAVE THEM IN HER HOME. MEN Finally, the advertising should continually remind UEN to drop in before going home and take home the was when he was single-ALL IT NEEDS IS A LITTLE REMINDING.
The point of these remarks is that the way to adver-
ise ANYTHING effectively is to figure out just why people want it, then play up
THEM WANT IT BADLY
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of THE BEE will be glad to call and adviee and asesitance to .intending advertierst



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